

Restart a Heart 2020

Supporters Pack



Key Messages and Aims

Background information and the focus for 2020.

Background

Restart a Heart (RSAH) is an annual initiative led by Resuscitation Council UK in partnership with The British Heart Foundation, British Red Cross, St John Ambulance, and Yorkshire Ambulance Service which aims to increase the number of people surviving out-of-hospital cardiac arrests. In 2017, the initiative went global with the formation of World Restart a Heart (WRSAH).

On and around 16 October each year, an alliance of partners all over the world (including UK Ambulance Services, Medical Schools, and Fire and Rescue Services) come together to increase public awareness of cardiac arrests and increase the number of people trained in life saving CPR. They do this by organising and facilitating training events and also providing opportunities for people to learn CPR digitally in the safety and comfort of their own home.

You can view these digital resources at <https://www.resus.org.uk/get-involved/restart-heart-day>

This year sees the seventh Restart a Heart and the third World Restart a Heart campaign.

RSAH 2020 | CPR: Get Hands On!

Crisis | The COVID-19 crisis has increased people's fear of performing bystander CPR, putting thousands of lives at risk - and with social distancing limiting face to face learning opportunities, people are less likely to be able to learn the crucial skills needed to save a life.

Opportunity | RSAH 2020 aims to help overcome these fears by teaching safe, effective CPR to give people the confidence and skills to save lives from sudden cardiac arrest - done safely in reduced numbers in the classroom or digitally from the comfort of your own home.

Our aim is to challenge fears, provide education and solutions, and encourage action through resources for small-scale in-person teaching in school classrooms, digital education opportunities, and a perception-changing piece for media.



Key Messages and Aims

Background information and the focus for 2020.

Key Messages:

- Anyone can be affected by cardiac arrest at any time - and cardiac arrests haven't stopped during COVID-19. In fact, early data shows they have increased - making learning CPR more important than ever.
- When someone collapses and stops breathing normally, it is important to quickly call 999, perform hands-only CPR and use a defibrillator. This gives that person their best chance of life.
- Don't be afraid to get hands on! Hands-only CPR reduces your risk of catching an infection, and without intervention the person will quickly die.
- Help the NHS save lives by getting hands on before the paramedics arrive.

Supplementary stats:

- Survival rates from out of hospital cardiac arrest remain stubbornly low in the UK, with fewer than one in ten people surviving. ¹
- Thousands of lives could be saved every year if CPR was taught more widely. ²
- There are more than 30,000 out-of-hospital cardiac arrests in the UK every year, and every minute without CPR and defibrillation reduces the chance of survival by up to 10%.
- When someone suffers a cardiac arrest, performing immediate CPR can help double their chance of survival in some cases. ³
- Most episodes (around 80%) of out-of-hospital cardiac arrest occur in the home, highlighting the potential benefit of family members trained in CPR. ⁴

NOTES:

1) BHF analysis of OHCA figures where available.

2) Nolan, J.P et al (2010): European Resuscitation Council Guidelines for Resuscitation 2010, Resuscitation 2010;81:1219-1451.

3) Resuscitation to Recovery, <https://www.resus.org.uk/publications/resuscitation-to-recovery/>

4) Valenzuela TD, 2. Roe DJ, 3. Nichol G, et al : Outcomes of Rapid Defibrillation by Security Officers after Cardiac Arrest in Casinos. N Engl J Med 2000;343:1206-9. doi:10.1056/NEJM200010263431701 CrossRefPubMedWeb of ScienceGoogle Scholar



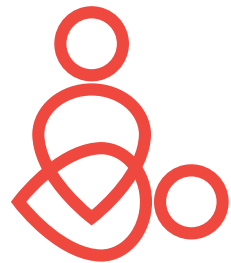
Guidelines and Information

How to do CPR during a time of increased risk of infection



[1] If someone is collapsed and not breathing normally, do not put your face next to theirs

[2] Call for an ambulance



[3] Use a towel or piece of clothing and lay it over the mouth and nose

[4] Do not do mouth to mouth

[5] Start chest compressions to the tempo of “Stayin’ Alive”



[6] Use a Public Access Defibrillator if available

Resources for Learning:

- Live-action video demonstrating the up-to-date CPR techniques:
<https://vimeo.com/399707203>
- Sudden Cardiac Arrest animation illustrating the up-to-date CPR techniques:
<https://vimeo.com/444871640>

Remember: 80% of out of hospital cardiac arrests happen in the home, and with increased numbers of people staying home, it may be a loved one you are called on to help



Guidelines and Information

All communications for the campaign should aim to do three key things:

educate

people in how to do effective CPR while reducing the risk to themselves

encourage

people to react in an SCA situation - the person will die if you don't

empower

people to safely teach and share knowledge on how to safely do CPR

Branding and visuals must remain consistent to ensure campaign visibility:

Font:

Source Sans Pro (Bold)

Available in Adobe Creative Cloud Font Library

Working Tagline:

CPR: GET HANDS ON

Written as below

CPR: GET HANDS ON!



#RestartaHeart
16 October 2020

Colours:

Turquoise Swatch is #0397a5

Red Swatch is #ee3b34

Logo:

Please use on a white background

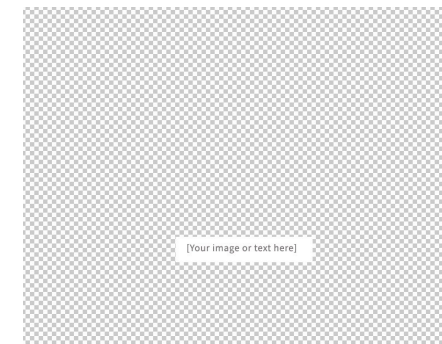
<https://we.tl/t-pfS3mhS2iS>



Social media template:

Download the .PSD

<https://we.tl/t-smaLplOtl>



#RestartaHeart
16 October 2020

[Your org logo here]



Social Media Posts

Suggested posts and copy for you to use to support the initiative

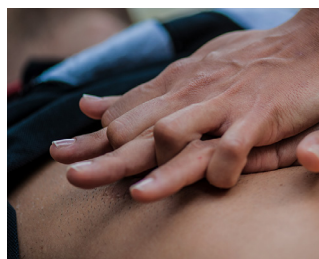
Social media posts should aim to educate and encourage (as per overall comms objectives) on the importance of learning/teaching CPR and having the courage and the confidence to safely use it, using stats and real life stories to drive our audience to the RSAH landing page.

- Promote the human element through case studies; this is why performing bystander CPR matters. This is why teaching CPR matters.
- Myth-bust: provide stats and facts about the risks of bystander CPR and how to mitigate that risk to provide safe CPR.
- Highlight the digital resources to learn/teach CPR.
- Reinforce the importance of CPR – help NHS save lives by getting hands on before the paramedics arrive.

Resuscitation Council UK, St John Ambulance, British Heart Foundation, British Red Cross, Yorkshire Ambulance will all be posting on social media, as will your local ambulance service.

Please help share these posts to reach as many people as possible. You can download the images at <https://we.tl/t-YlyRpWafhT>

In the build-up to Restart a Heart day, please share the below:



Whether it's learning CPR or teaching it, there's plenty of ways to get involved with **#RestartAHeart** 2020! Learn more about how to get hands on with life-saving skills. <http://bit.ly/RestartAHeart2020>

On 16 October, Restart a Heart day, please share the below:



When someone collapses and stops breathing normally, it's time to get hands on with CPR! Today is **#RestartAHeart** day, when you can learn how to give someone their best chance at life: <http://bit.ly/RestartAHeart2020>

All posts should have #RestartAHeart as the primary hashtag. On the day, it's possible that #RestartAHeartDay will trend so please consider adding that hashtag if character limits allow.

